



Enterprise Financial Software Company

Increase traffic 78% + decrease CPCs ~22% with customer journey analysis and implementation

CLIENT

An industry-leading, B2C financial software provider.

GOAL

Increase customer sign-ups and maximize share of voice without sacrificing efficiency.

SOLUTION

Capitalize on seasonal search query trends with enhanced query mapping and customized messaging.

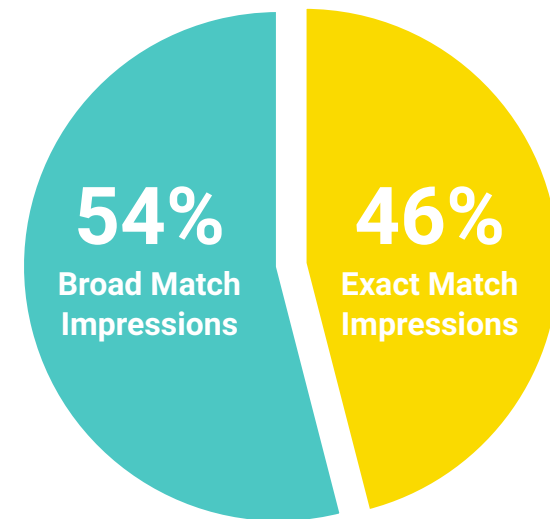
THE CHALLENGE

The client's business is highly seasonal, and the season runs roughly four months. The client's market follows strong seasonal trends and creates intense competition during its peak. The ability to corner a strong share of voice in the market and capture customers during these high-volume spikes is critical to success.

When we took over the client's account, a large percentage of their paid search queries was being captured by only a handful of broad match keywords. When the client reviewed performance in the past, they only looked at keyword-level data. This created two main issues:

1. A lack of visibility into shifting seasonal query trends
2. Generic, untargeted ad messaging

PROBLEMATIC IMPRESSION VOLUME



THE SOLUTION

In preparation for the most recent peak season, 3Q's Strategy team performed a "Search Query Trend Analysis" that took a deep dive into query-level data for each part of the previous season. We identified five seasonal trends, but for this case study we'll focus on the two that were most impactful on end-of-season performance.

Our SQR Trend Analysis found that queries with "end of season intent" made up 15% of all search queries for the last 17 days of the 2016 season (which occurred in 2017). These queries, however, were being mapped to "general search intent" keywords and were served with generic ad copy that did not speak to customers' search intent.

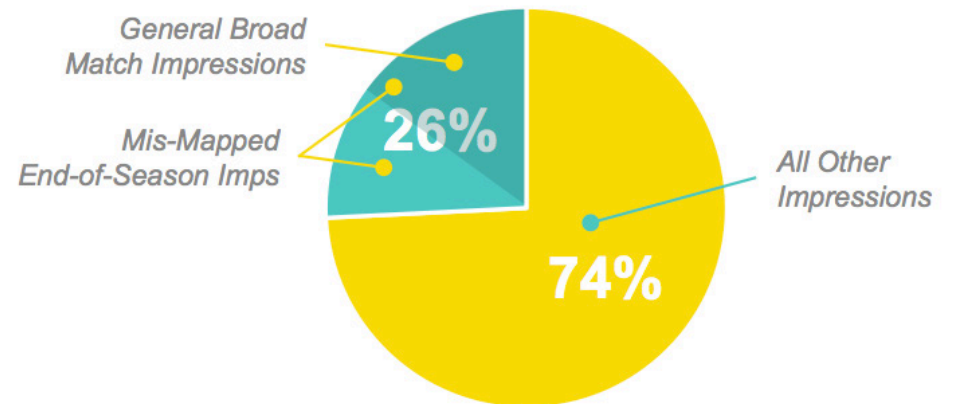
Additionally, these queries were only getting 75% impression share and were limited by Cost Per Acquisition restraints.

In preparation for the end of the 2017 season (in 2018), our team added more than 7x the amount of "end of season" exact match keywords to help more accurately target this 15% slice of 'end of season' queries. (Because we consolidated to address data density issues from previous years, we did *not* add any additional broad match keywords.) Finally, we added structural exact match negatives that also helped to reinforce the most accurate query mapping possible.

Along with these new keywords, we developed ad copy with three major goals in mind:

1. Match search query intent with highly customized headlines
2. Increase awareness of seasonal peak and heighten urgency with automated countdown features
3. Promote the client's easy-to-use online software and award-winning support to address customer concerns

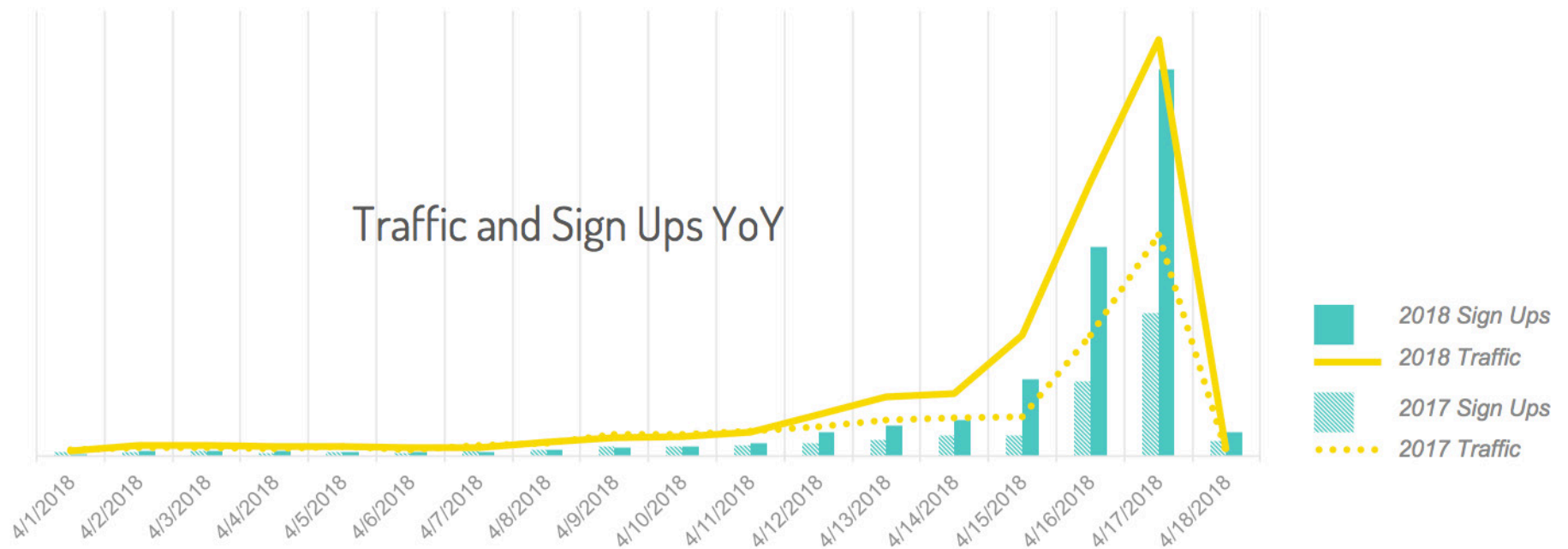
END-OF-SEASON IMP. VOLUME



THE RESULTS

This graph shows how we transformed mismatched search queries into increased site traffic and sign-ups by adding 7x exact match keywords with highly relevant ad copy. We also reduced CPCs by 22% YoY with better keyword quality scores.

Year-over-Year Change					
Clicks	CTR	CPC	Sign Ups	CPA	CVR
78%	178%	-22%	131%	-40%	30%





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